

## Real Estate Professional Focus Meeting Notes

January 12, 2005

Attending: Ron Slaght, Midwest Real Estate

Conducted by Planning Consultants, Barrientos Design & Consulting

### 1) TRAIN RIDERSHIP & ECONOMIC IMPACT

- Following larger focus meeting with Real Estate professional, Midwest Real Estate asked to meet and express their views more specifically.
- The Village needs to ask itself; what can be done to create a positive identity.
- He views the train depot as a major economic draw for both commuters, potential residents and shoppers.
- He believes that wherever the Depot is located, commerce will develop around. This has been the case all over the Metra rail system where the density of commercial and residential development increases around commuter stations.
- He believes that with the new Depot being on STH 20, those businesses immediately surrounding will benefit greatly and not Wisconsin Street nor Durand Avenue. Therefore, business in Mount Pleasant will benefit more than Sturtevant.
- If the Village wants to keep the vitality of Wisconsin and Durand, it should change plans and keep the Depot more closer to the center of town.
- With Chicago on one end and Milwaukee on the other, Sturtevant lies in the middle and offers residents both options for commuting.
- He recommended that the Village work with Amtrak to conduct a train riding marketing campaign to induce more people to ride both from the Village and people externally. Recommended contact the following Amtrak people:
  - a) Tracey Robinson, Marketing, tel: 312-880-5425
  - b) Marc Magliara, Public Relations, tel: 312-880-5390
- He believes that Sturtevant should create itself to be a great place to stop, shop and live for commuters.

### 2) ATTRACTING HIGH TECH BUSINESS

- Sturtevant has land to create a business park but it should be something more than another industrial park. We discussed the idea of a Science or Research Park similar to the one on Madison's west side. This may attract bio-tech and agri-tech business along with satellite offices for company located in Madison and Chicago.
- In order to land a tech business in the Village, the Village would have to first have to be attractive to workers with higher level skills. We brainstormed on what village amenities would attract high-tech workers:
  - a) An active cultural scene
  - b) Recreational amenities including: walking paths, bicycle paths, active recreation areas, rec programs.
  - c) Good dining establishments
  - d) Quality residential areas
  - e) Diverse shopping facilities

- f) Good roads and traffic conditions.\
  - g) Good schools
  - h) High quality landscape and streetscapes
- In order to put together a development package three players have to in place:
  - a) An Educational Institution such as Gateway or UW Parkside
  - b) Manufacturers
  - c) Developer

### **3) RECREATION CENTER CONCEPT**

- We discussed the financial success of the RecPlex in Pleasant Prairie where he lives. The RecPlex attracts people from 30 miles around. Its main features are: Kiddie pool, lap pool, exercise rooms, basketball and volleyball courts, weightlifting and function rooms.
- He recommended that the Village look at teaming up with Mount Pleasant to jointly develop a Recreation Center.
- The current Train Depot area, specifically the parking lot on Wisconsin Street, could become more of a festive grounds area. This could include re-use of the train depot structure and creation of a Farmers Market.